

Export Promotion Symposium



February 4, 2004
8:00 am – 12:15 pm

Doubletree Hotel
Seattle-Tacoma
International Airport

18740 Pacific Highway S.
SeaTac, WA
206-246-8600

Call to register:
206-575-1633

*Discover the benefits of exporting and learn how easily
your company can sell goods and services overseas!*

- ▶ Exports increase sales revenue. Exporting increases sales potential since over 95 percent of the world’s population and two-thirds of its purchasing power lie outside the United States.
- ▶ Exports diversify market risk by expanding markets, offsetting lags in domestic and seasonal demand variations.
- ▶ Exports extend product life cycles during major technology changes. Less developed economies may still utilize those goods and services in the process of becoming obsolete in the domestic market.
- ▶ Exports use idle capacity, thereby reducing unit cost.
- ▶ Exports allow for higher margins than domestic sales. Overseas firms are willing to pay a premium for goods made in the United States.

Keynote Speaker Jeff Ake

Organized by the Southwest King County Economic Development Initiative, this half-day Export Symposium will feature exporting specialist Jeff Ake, a nationally recognized export authority, entrepreneur, and president of Equipment Express, a packaging equipment manufacturing company.

All attendees of the Export Promotion Symposium will receive a comprehensive directory of export resources as well as the opportunity to participate in an Export Mentor Program led by firms that have successful exporting experience.

Program Schedule

Registration & Continental Breakfast

Overview of Symposium Schedule

Welcome

Ron Sims, King County Executive

Pat Davis, Commissioner, Port of Seattle

Exporting Made Profitable

Keynote Speaker - *Jeff Ake*

Local Company Experiences - *Sysco Seattle* and *Supreme Corq, Inc.*

Break - coffee and refreshments

Exporting Made Easy

Sales and General Sales Agents - *Larry Williams, Washington State Department of Community, Trade, and Economic Development*

Financing - *Larry Forrester, U.S. Bank*

Freight Forwarding - *David Wing, Expeditors International of Washington, Inc.*

Market Access Strategies and Overseas Distribution - *David Spann, U.S. Department of Commerce*

Questions & Answers

Getting Started

Export Mentor Program/Trade Missions

Resource Directory

Conclusion & Closing Remarks

Sponsors

The Southwest King County Economic Development Initiative, a partnership dedicated to business development in the southwest King County area, sponsors this and similar events to create opportunities for business growth. Partners include:

- ▶ City of Burien
- ▶ City of Des Moines
- ▶ City of SeaTac
- ▶ City of Tukwila
- ▶ Highline Community College
- ▶ King County
- ▶ Port of Seattle

Affiliates:

- ▶ City of Federal Way
- ▶ City of Kent
- ▶ Southwest King County Chamber of Commerce

Register online at www.swkcc.org

Click on *Chamber Calendar* followed by *Export Promotion Symposium*.

Ticket price: \$30 pre-registerd, \$35 at the door

Name: _____	Ticket price for pre-registration: \$30.00
Title: _____	Number of Tickets: <u> x </u>
Company: _____	Total: _____
Address: _____	Payment method: <input type="checkbox"/> check enclosed
City: _____	<input type="checkbox"/> credit card
State: _____ Zip: _____	Card type: <input type="checkbox"/> Master Card
Phone: _____ Fax: _____	<input type="checkbox"/> Visa
Email: _____	Name on Card: _____
	Card Number: _____
	Card Expiration Date: _____

Registration also available by phone at: 206-575-1633, by fax at: 206-575-2007, or by mail to: Southwest King County Chamber of Commerce, PO Box 58591, Seattle, WA 98138

Dear Entrepreneur:

The Southwest King County Economic Development Initiative is proud to present the Export Promotion Symposium, a half-day event designed to showcase the benefits and ease of exporting products and services overseas. As part of our on-going efforts to improve the business climate and economic development of southwest King County, this event offers businesses like yours a forum for discovering how exporting can improve your company's earning potential.

Exports are a critical component of King County's economy. Exports tend to increase sales income, diversify market risk, extend product life cycles, use idle capacity, and produce higher margins than domestic sales alone. If you own or work in a small to

medium-sized company in southwest King County, the Export Promotion Symposium will demystify the exporting process and underscore the importance and value of exporting—not only for your business, but for the local economy of King County.

On behalf of the Southwest King County Economic Development Initiative, we are pleased to invite you to this outstanding event featuring leading experts in international trade, finance, and shipping. We urge you to attend.

Sincerely,
Priscilla Bell
President, Highline Community College
Chairperson, Southwest King County Economic Development Initiative

**Southwest King County
Economic Development Initiative**

PO Box 58591
Seattle, WA 98138

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Jeff Ake and the other speakers at the Export Promotion Symposium will:

- ▶ Underscore the benefits and ease of exporting
- ▶ Present first-hand accounts of successful exporting models
- ▶ Offer suggestions and guidance on obtaining overseas sales leads, acquiring export financing, and transporting goods overseas
- ▶ Provide a comprehensive directory of export resources
- ▶ Answer all your export questions